

Team UWSMC  
*Instagram*

Winter quarter 2013



# GOST Review

- Goals:
  - Increase visibility of UW SMC students, and establish them as thought leaders, in the Seattle social media community.
- Objectives
  - Grow channel by 50 followers to 68 total
  - Get a total of 250 likes among all photos
- Strategy
  - Use photos to visually promote and inform others about the UW SMC students and program



# Tactics

- Post weekly picture based on class subject/speaker
- Leverage “Pic Stitch” to optimize our content posts and brand photos
- Post other relatable community events to broaden reach
- Utilize established, trending hashtags to drive awareness and consumption of content posts
- Identify and follow the major social media orgs or influencers are in the Seattle area
- Leverage Statigram to measure channel analytics



# Results

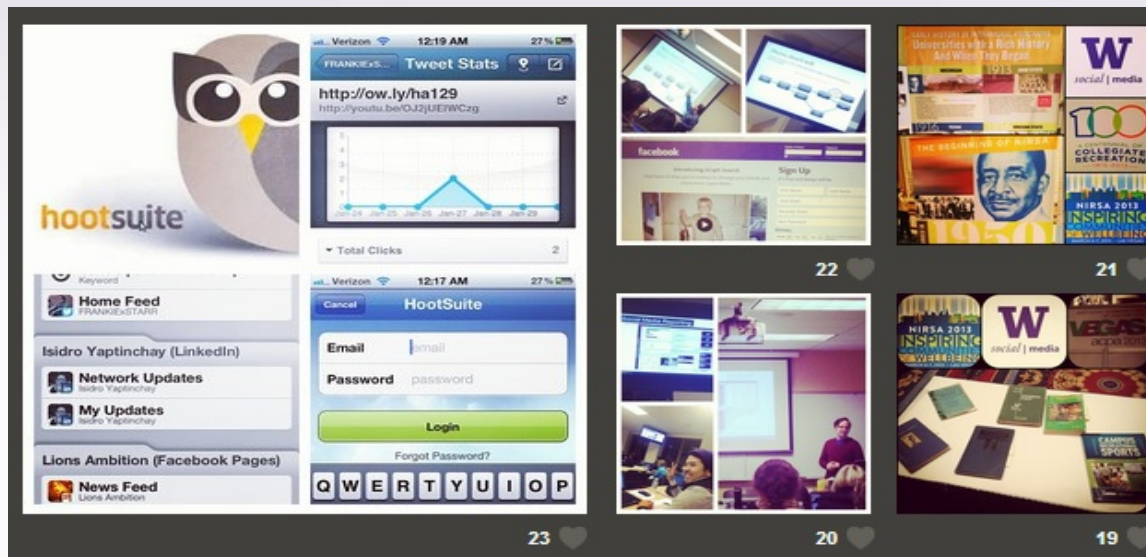
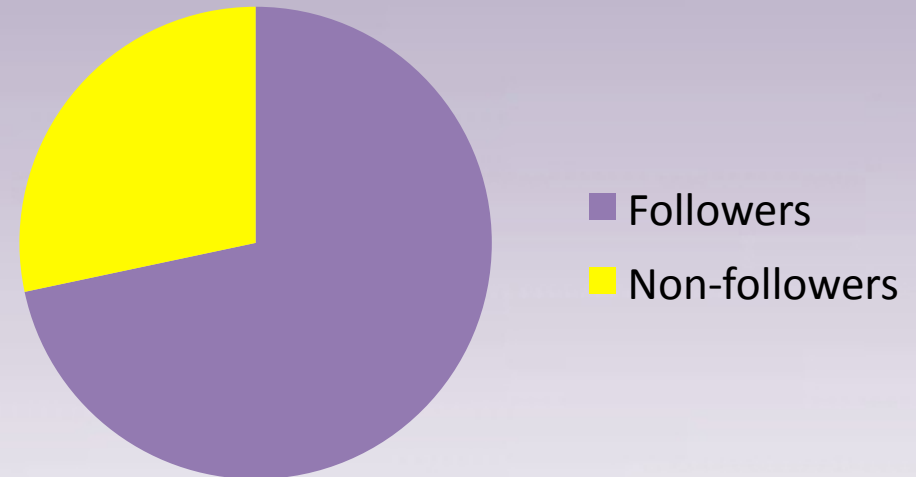


**W**  
*social* | media

# Content

- Nearly 1/3 of all engagement came from outside of our followers.
- Photo content around social media tools, our class, and NIRSA received the most “likes”.

## Engagement

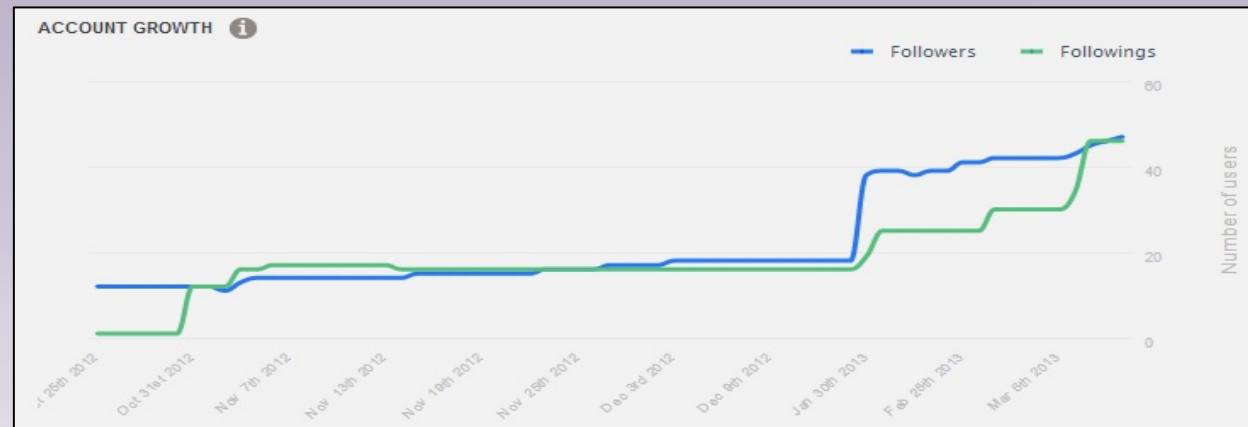


*Top five image posts*

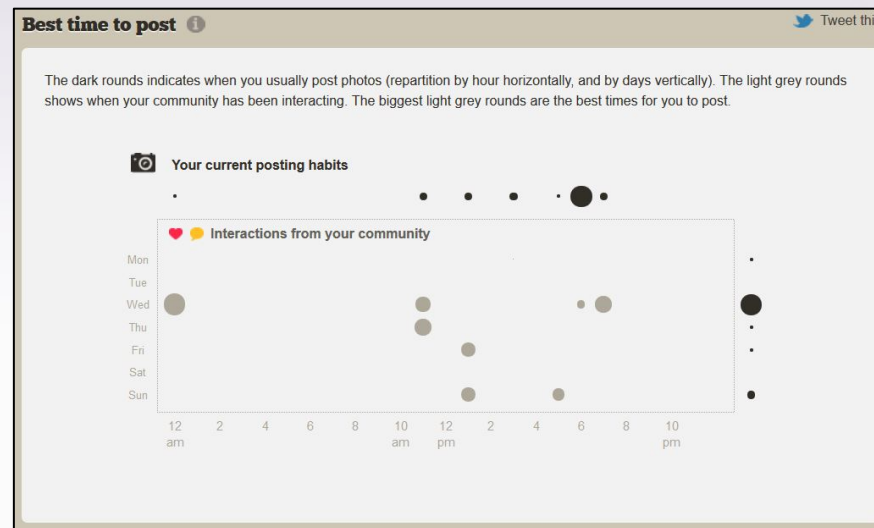


# Followership and Engagement

- Followership doubled in the month of January.
- This is likely due to inclusion of established hashtags with our posts (i.e. igers, istadaily, instagood, etc.).
- While posting schedule was consistent, we missed out on optimizing engagement by not posting during peak traffic times.
- This likely contributed to our stagnant community growth the last two months.



*Community size now at 51 followers*



*Grand total of 358 "likes" across all photos*

**W**  
social | media

# Hashtags

highereducation **socialmedia** **instadaily**  
universityofwashington education **ig** wellness  
**seattle** northwest downtown healthyliving  
pinterest instagram homework seo tweetdeck  
health **statigram** tools lasvegas wordpress  
seattlelife socmedia gohuskies ballys  
hootsuite **college** parishotel nirsa  
collegelife **washington** acpa socialmed  
networkedfitness foursquare ithub googleplus  
acpa2013 viggie cheer **school** radian6  
gogreen godawgs technology intramural  
donuts linkedin **uw** **udub** student  
intramurals screenshot **university** blogs  
tennis twitter cupcakes campus sports  
simplymeasured certification **igers**  
planethollywood marketing **uwlife** schools  
huskies nirsa2013 **uwsmc** hudld  
ballardfarmersmarket wday **instagood**  
facebook vine **picstitch** sincity

- Established hashtags, while useful in growing our community, did so from a global perspective vs. a local (Seattle) one.
- To grow local followership and awareness, use of regional-specific hashtags should only be used.



# Recommendations

- Posting Frequency
  - Post 1 to 3 photos per day
  - Best times to post are between 10 am & 2 pm and 4 & 6 pm
- Content
  - Take more photos during class presentations for use other days of the week
  - Mix in non-class related images to help keep channel unique and fresh
- Hashtags
  - Continue to use #socialmedia, #seattle, #instadaily and #uwsmc that speak to our class and students
  - Incorporate local, established hashtags: #igers\_seattle, #thegreat\_pnw, #northwestfresh, etc.



# Recommendations (con't)

- Link Instagram account with Facebook, Twitter and Pinterest to drive new followership from other channels
- “Engage” more frequently with Instagram community (global and immediate)
- Team management

